

TR-1: Standard form for notification of major holdings

1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:		Pearson plc		
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)				
Non-UK issuer				<input type="checkbox"/>
2. Reason for the notification (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights				<input checked="" type="checkbox"/>
An acquisition or disposal of financial instruments				<input checked="" type="checkbox"/>
An event changing the breakdown of voting rights				<input type="checkbox"/>
Other (please specify) ⁱⁱⁱ : i. Type 1 Disclosure as per the Transparency Directive II Regulation				<input type="checkbox"/>
3. Details of person subject to the notification obligation^v				
Name		Bank of Nova Scotia		
City and country of registered office (if applicable)		40 King Street West, Scotia Plaza, Toronto, N/A, Ontario, Canada		
4. Full name of shareholder(s) (if different from 3.) ^v				
Name				
City and country of registered office (if applicable)				
5. Date on which the threshold was crossed or reached^{vi}:		16/10/2018		
6. Date on which issuer notified (DD/MM/YYYY):		18/10/2018		
7. Total positions of person(s) subject to the notification obligation				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights of issuer ^{vii}
Resulting situation on the date on which threshold was crossed or reached	2.52%	2.68%	5.20%	781,064,746
Position of previous notification (if applicable)				

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{xiii}			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity ^{xiv} (please add additional rows as necessary)			X
Name^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Bank of Nova Scotia Group	2.52	2.68	5.20
The Bank of Nova Scotia	2.50	2.68	5.18
Scotia Capital Inc	0.01	0.00	0.01

10. In case of proxy voting, please identify:	
Name of the proxy holder	N/A
The number and % of voting rights held	N/A
The date until which the voting rights will be held	N/A

11. Additional information^{xvi}

Place of completion	201 Bishopsgate, 6th Floor, London, EC2M 3NS United Kingdom
Date of completion	16/10/2018

Natalie White
Deputy Company Secretary
Pearson plc

23 October 2018

